

UNIVERSITY TEKNOLOGI MARA

MOLECULAR GASTRONOMY: THE INFLUENCE OF HEDONIC CHARACTERISTICS AND PERCEIVED VALUES ON CHEFS' ACCEPTANCE TOWARDS *ASAM PEDAS*

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institutions or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above , I voluntary waive the right of my conferment of my degree and agree be rejected to the disciplinary rules and regulations of University Teknologi MARA.

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ABSTRACT

The latest development in culinary realm has made chefs all over the world to improvise the traditional food into a different perspectives in developing new food. It successfully evoke the diners emotional experience through surprise elements. This emerging knowledge which combines science and cooking in the preparation of dishes is known as molecular gastronomy.

However, in developing countries the understanding of this term and acceptance is still in the introductory stage, as the study to seek knowledge and deeper understanding of molecular gastronomy movement in Malaysia is new. The incorporation of molecular gastronomy knowledge in Malay cuisines could increase the value of ethnic food, provide a new perspective and perception of how traditional food can be at par with molecular western cuisines.

This exploratory research empirically investigates the hedonic characteristics and perceived values of Malay cuisine as molecular gastronomy product (*asam pedas*) on chefs' acceptance. Through a series of descriptive and inferential statistic. The findings of this study revealed that product hedonic characteristics ($\beta = .924$, $p < 0.05$) and perceived values ($\beta = .930$, $p < 0.05$) have a significant influence on chefs' acceptance of molecular gastronomy product (*asam pedas*).

Keyword : Hedonic Characteristic, Perceived Values, Chefs' Acceptance, Malaysia, Malay Cuisine, Asam Pedas, Molecular gastronomy, Molecular cuisine

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